Knives Illustrated is a magazine devoted to the artistry and technological advancements of man’s oldest tool, the knife. Knifemaking is at a historical peak. Today’s craftsmen are producing some of the finest knives. Knives Illustrated keeps its readers up to date on the changes. Each issue is crammed with informative, entertaining, insightful articles.

Every issue of KI contains articles in the following categories:

- Swords by Jerry Ahern
- Hot New Knives and in Use by Canadian Field Editor Abe Elias
- What Hot in West Coast and Northwest Knives by West Coast Field Editor Pat Casico
- Latest in Knife Steels and How They Cut by Michael S. Black
- Upcoming Knifemakers to Watch by Les Robertson
- Knives for use by Military, Law Enforcement, and Emergency Personnel, and Other Tactical Applications by a Variety of Authors

AVERAGE READER DEMOGRAPHICS:

- Knives Illustrated readers will buy more than $30 million in knives this year...are you reaching this market by advertising in Knives Illustrated?
- Subscribers: Age range: 45–55 (Newsstand readers are 8–10 years younger)
- 98% male
- Multiple knife buyers—average reader will buy 12–17 knives each year
- Unique audience: 57% of KI readers read NO other knife publications
- 91% own guns
- Multiple Motivations: KI readers buy knives for: use, personal collection and gifts
- The average KI reader owns five different knives they carry or use in different situations throughout the year
- 4.3 readers per issue through pass along rate
- 82% of KI readers say their buying decisions are influenced by the editorial and advertising in Knives Illustrated
COLUMNS IN EVERY ISSUE
- Points of Interest: New products, industry news that doesn’t dictate a full-page coverage
- Guess the Knifemaker: Handmade knife with the logo photoshopped out—reader participation
- Shows: Upcoming knife shows
- Web: Promo about knivesillustrated.com
- On the Edge: Bruce Voyles comments and gives insight about the knife industry and its people
- We are always looking for targets of opportunity. We are always on the lookout for a knifemaker in their own words, which are one to two pagers and any item or press release that would make an interesting one pager

NEW
- Eric Eggly Art: Well-known knife photographer displaying is ongoing work of beautiful women with knives, in arty and futuristic settings

POSSIBLE NEW COLUMNS UNDER CONSIDERATION
- Grail Knives: A knife worthy of being your “best of all time”
- Shop Tour: A two-page photo tour of a knifemaker’s shop.
- In the Loop: Top tips from readers ans knifemakers—possibly working with the knife companies to give out their promotional items to those who submit tips we publish

- Regular contributors in each issue
- They have flexibility in which knife or knives they wish to write about
- Ahern on swords
- Mike Black on steels and cutting tests
- Abe Elias knife reviews
- Clint Thompson: A former UN police trainer in Iraq and Kosovo, currently a police chief in Oklahoma
- Rotating group of contributors: Justin Forrester, and Jim Weiss
- Casico is a police dog trainer and martial arts teacher in Oregon; Justin Forrester is an outdoorsman living in Alaska; and Jim Weiss is an ex-Navy SEAL and retired police officer
April 2011
Deadline: 12/22/10  On Sale: 3/11

TACTICAL/PRACTICAL Issue
- Police Chief Clint Thompson: “Tomahawks—Don’t Make Me Go Davy Crockett on You!”
- Urban Knives for Street Survival
- Knives for the Dark Places
- Jim Weiss and Mickey Davis: Chris Reeve Pacific model tactical knife
- Ahern on Swords: The Hank Reinhardt Memorial Sword Team

May/June 2011
Deadline: 2/2/11  On Sale: 4/12

SHOT SHOW ISSUE (30 pages devoted to this)
- The Knives of the SHOT Show
- Ahern on Swords: The Swords of Robin Hood Movies
- Mike Black on Steels and Cutting Tests
- Abe Elias Knife Review: Household Knives
- Police Chief Clint Thompson: Weapon Self Defense for Women (a course he has taught)
- Jim Weiss and Mickey Davis: Chris Reeve Sikayo Chef Knives

July 2011
Deadline: 3/16/11  On Sale: 5/24

COLLECTING/INVESTING ISSUE
- Collecting Sources Directory
- Fathers Day Gift Ideas
- Knifemaking Suppliers Director
- Ahern on Swords: The Cas Hanwei Side Sword
- Mike Black on Steels and Cutting Tests
- Abe Elias Knife Review: Cold Steel Knives
- Police Chief Clint Thompson: Edged Weapons for Home Defense
- B.R. Hughes: The Five Most Underrated Knifemakers of All Time
- Justin Forrester: How to Make and Open Top Sheath

August 2011
Deadline: 4/27/11  On Sale: 7/5

POCKETKNIVES ISSUE
- Traditional Pocketknives
- Futuristic Pocketknives (including handmades)
- Current-Production Pocketknives
- Ahern on Swords: The Shasqua—The Fearful Sword of the Cossacks
- Mike Black on Steels and Cutting Tests
- Abe Elias Knife Review: CRKT Edgie
- Police Chief Clint Thompson: Assisted-Opening Knives Now Legal in Kansas—How It Happened

October 2011
Deadline: 6/8/11  On Sale: 8/16

INTERNET DIRECTORY ISSUE
- Rescue Knives
- Ahern on Swords: The Handmade Katana by Cambodian Dominique Eluere
- Mike Black on Steels and Cutting Tests
- Abe Elias Knife Review: Buck Harts Hook
- Police Chief Clint Thompson-Gerber’s Mini Covert Auto

November 2011
Deadline: 7/14/11  On Sale: 9/20

KNIFE SHOWS ISSUE
- Ahern on Swords: The Cawood Viking Sword, Discovered and Replicated
- Mike Black on Steels and Cutting Tests
- Abe Elias Knife Review: Case Fixed Blade
- Police Chief Clint Thompson: If I Had to Choose Only One Survival Knife or Tool, It Would be...
- B.R. Hughes: New Journeyman Smiths of the ABS
December 2011
Deadline: 8/24/11  On Sale: 11/1/11
GIFT IDEA ISSUE
• Ahern on Swords
• Mike Black on Steels and Cutting Tests
• Abe Elias Knife Review: Fallkniven Knives
• Police Chief Clint Thompson: The Best Tactical Folders for Law Enforcement Less Than $100

BUYERS’ GUIDE SPECIAL ISSUE
Deadline: 8/31/11

January 2012
Deadline: 9/28/11  On Sale: 12/6/11
HANDMADE KNIVES ISSUE
• Best Knives From the Knifemakers’ Guild Show
• B.R. Hughes New Mastersmiths of the ABS
• Ahern on Swords: Contenders for the Throne—Swords of King John and Richard the Lionhearted
• Mike Black on Steels and Cutting Tests
• Abe Elias Knife Review: I.J. Leouko Pukko Knives
• Police Chief Clint Thompson: Machete—Tool or Weapons

February–March 2012
Deadline: 11/07/11  On Sales: 1/17/12
DIVING KNIFE (Swimsuit) Issue
• Spirit of Steel Show Report
• Ahern on Swords: Unsharpened Swords for Fun and Frolic—European Martial Arts Heads This Way
• Mike Black on Steels and Cutting Tests
• Abe Elias Knife Review: Condor Bush Knife
2011 Production Schedule*

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2011 Rate Card

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* Dates subject to change

For more information, contact David Beckler today!

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